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December 5, 2005

Mail Stop: AMENDMENT
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Re: Application: 10/663,718
Filed: 09/17/2003
Inventor: Hunter, et al.
For: **SYSTEM AND METHOD PERMITTING MERCHANTS TO USE
ELECTRONIC BILLBOARD DISPLAYS TO CARRY
ADVERTISEMENTS FOR PRODUCTS THAT CAN BE
PURCHASED THROUGH A UNIVERSAL AUTOMATED ORDER
PROCESSING SYSTEM**
Atty Ref.: 0103637-0533876

Dear Sir:

Enclosed for filing are the following papers for the above-referenced patent application:

1. Information Disclosure Statement (IDS);
2. Self-addressed postage prepaid return receipt postcard

The fee has been calculated as shown below:


	Number of Claims	Highest Previous Paid For	Extra Claims	Rate	Fee (Dollars)
Total Claims	20	20	0	x \$50 =	0
Independent Claims	3	3	0	x \$200 =	0
If multiple dependent claims, add \$360.00					n/a
TOTAL FEE DUE					\$0

Pursuant to 37 CFR 1.97(b)(3) no IDS fee is due.

The Commissioner is hereby authorized to charge payment of any fees associated with this communication, including any necessary extension fees, or credit any overpayment, to Deposit Account No. 06-2226.

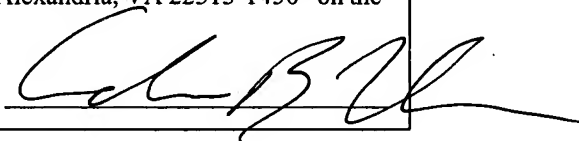
Respectfully submitted,

FROST BROWN TODD LLC


Andrew B. Ulmer (Reg. No. 57,003)

Certificate of Mailing

The undersigned certifies that this correspondence was deposited with the U.S. Postal Service with sufficient postage as first class mail and addressed to "Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450" on the 5th day of December, 2005.





PATENTS

UNITED STATES PATENT AND TRADEMARK OFFICE

Application: 10/663,718

Examiner: (Unknown)

Filed: 09/17/2003

Art Unit: 3614

Inventor: Hunter, et al.

Atty Ref.: 0103637-0533876

Title: **SYSTEM AND METHOD PERMITTING MERCHANTS TO USE
ELECTRONIC BILLBOARD DISPLAYS TO CARRY ADVERTISEMENTS
FOR PRODUCTS THAT CAN BE PURCHASED THROUGH A UNIVERSAL
AUTOMATED ORDER PROCESSING SYSTEM.**

INFORMATION DISCLOSURE STATEMENT

In accordance with 37 CFR 1.97 and 1.98 Applicant herewith submits certain information that the Patent & Trademark Office may wish to consider in examining the above-identified application. The information is listed on the attached PTO/SB/08A and 08B. Copies of the information are also provided. Pursuant to MPEP 609.04(a) II, no copies are provided herewith of U.S. patents cited. Copies of foreign patents and non-patent literature are provided herewith. Please treat all information as prior art until it is proved otherwise. No representation is made or intended that a prior art search has been made, that better information is available, or that the information qualifies as prior art or is material to patentability.

The Commissioner is hereby authorized to charge payment of any fees associated with this communication or credit any overpayment, to Deposit Account No. 06-2226.

Respectfully Submitted,

Andrew B. Ulmer (Reg. No. 57,003)
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ANDREW B. ULMER

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

Sheet 1 of 6

Complete if Known

Application Number	10/663,718
Filing Date	09/17/2003
First Inventor	Hunter, et al.
Art Unit	2614
Examiner Name	(unknown)
Attorney Docket No.	0103637-0533876

U.S. PATENT DOCUMENTS

Examiner Initials*	Document Number Number - Kind Code ² (if known)	Publication Date MM-DD- YYYY	Name of Patentee or Applicant	Pages, columns, lines where relevant passages or relevant figures appear
	US 4,126,854	11-1978	Sheridan	
	US 5,389,945	02-1995	Sheridan	
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	US 6,266,442	07-2001	Laumeyer et al.	
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Signature

 Date
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	CA 2064855	03-1991	DeBay		
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	CA 2231376	03-1997	Wilf		
	EP 1244303A2	09-2002	Vicari		
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	WO 00/52934	09-2000	Gofman		
	WO 00/52935	09-2000	Gofman		
	WO 00/65576	11-2000	Hunter		

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ⁶
	INTERNATIONAL SEARCH REPORT, dated 03/02/2004 for PCT Application No. PCT/US02/19459	
	INTERNATIONAL SEARCH REPORT, dated 10/26/2000 for PCT Application No. PCT/US00/11022	
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Examiner
SignatureDate
Considered

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

Sheet 4 of 6

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	(author unknown); "Digital Progame Delivery: Digital Cinema"; dated 10/18/2002; (publisher unknown); (country of publication unknown)	
	JIM MENDRALA; "A Brief History of Film and Cinema"; dated 07/01/2002; (publisher unknown); (country of publication unknown)	
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	KJETIL JØRGENSEN; "Dagens Næringsliv: CAPA Enters New Advertising Channel"; dated 08/05/1998; (publisher unknown); (country of publication unknown)	
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Examiner Signature		Date Considered	
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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

Sheet 5 of 6

Complete if Known

Application Number	10/663,718
Filing Date	09/17/2003
First Inventor	Hunter, et al.
Art Unit	2614
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Attorney Docket No.	0103637-0533876

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ⁶
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Examiner Signature		Date Considered	
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**INFORMATION DISCLOSURE
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Sheet 6 of 6

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	Office Action dated 07/07/2005 for U.S. Application Serial No. 10/175,057, filed 06/19/2002	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional).

² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04.

³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3).

⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible.

⁶ Applicant is to place a check mark here if English language Translation is attached.

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Examiner Signature		Date Considered	
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